

WINONA RESEARCH, INC.
8200 Humboldt Ave. So.
Minneapolis, MN 55431

TALLY SHEET

(MENTHOL) IN-DEPTH
NO. 1602-20644
DECEMBER, 1982

TOTALS

REFUSED TO BEGIN: ||||| ||||| ||||| ||||| || 22

TERMINATES:

Q.1A - AGE: ||||| ||||| 10

Q.1B - OVER QUOTA 18-34: 0

OVER QUOTA 34-54: 0

Q.2 - MALL EMPLOYEE: 0

Q.3 - PAST 3 MONTHS PARTICIPATION: 1 1

Q.4 - ^{no-smoke}NON-FILTER CIGARETTES: ||||| ||||| ||||| ||||| ||||| ||||| ||||| 47

Q.5 - ^{non-}MENTHOL CIGARETTES: ||||| ||||| ||||| ||||| ||||| ||||| ||||| 31

Q.6 - OVER QUOTA REG/KINGS: 0

OVER QUOTA LONGER/100'S/120'S: 0

Q.7 - NOT STARRED BRAND: 1 1

OVER QUOTA FULL-FLAVOR: 0

OVER QUOTA LOW-TAR: 0

Q.8 - OVER QUOTA FEMALE: 0

OVER QUOTA MALE: 0

ETHNIC: 0

Q.11 - REFUSED TO PARTICIPATE: ||||| 4

Q.12 - UNABLE TO PARTICIPATE: 0

COMPLETES: MALE 18-34: 1 MALE 35-54: 1 2

FEMALE 18-34: 1 FEMALE 35-54: 1 2

FULL-FLAVOR: 1 LOW-TAR: ||||| 4

REG/KINGS: 1 LONGER/100'S/120'S: ||||| 4

BLACK: 1 WHITE: ||||| 4

CITY: TAPPAN, NY TOTALS ----> 136

INTERVIEWER NAME: Kerry Stryker

DATE: 12-4-82

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